



www.donateLIFecalifornia.org



www.doneVIDAcalifornia.org

FOR IMMEDIATE RELEASE - July 17, 2006

## Media Advisory/Photo Opportunity

### JULY 18 MEDIA EVENT in FRESNO LAUNCHES MAJOR CHANGE to SIGN UP for ORGAN & TISSUE DONATION

**What:** The California Department of Motor Vehicles teams up with the Donate Life California Registry to bring Californians a new way to become organ and tissue donors. Beginning July 1, anyone who checks "Yes!" when applying for or renewing a driver license or I.D. card will be registered as an organ and tissue donor, with the potential to save eight lives and improve the lives of up to 50 others. For the first time, the Department of Motor Vehicles (DMV) and the Donate Life California Organ & Tissue Donor Registry are teaming up, urging drivers and residents to add their names quickly and easily to the state's online donation database. **And for the first time since its introduction 30 years ago, the pink "donor" dot will be incorporated into each donor's license, rather than being a sticker on the outside.**

**Who:**

- **Lizbeth Alcala and her mother Eduwiges Alcala** – Lizbeth, a ten year-old, received a liver transplant seven years ago after being successfully treated for cancer at Children's Hospital of Central California. Lizbeth is featured in the documentary "No Greater Love" and in several of the organ donation collateral materials developed by Donate Life America and The U.S. Health Resources Services Administration. Lizbeth and her mother are also active volunteers with the California Transplant Donor Network.
- **Marsha Casanova** – A local real estate agent with Coldwell Banker, Marsha has several family members who were touched by donation. Marsha volunteers with the California Transplant Donor Network as a way of giving back to the community.
- **Esther Padilla** - A resident of Fresno, Esther is on staff at the Transplant Network as a Community Affairs Coordinator responsible for public education and community outreach in the Fresno area.

Note: A Spanish-speaking media representative will attend.

**When:** Tuesday, July 18, 2006 – 10:00 am – 12:00 pm

**Where:** DMV office at 655 W. Olive Avenue, Fresno

**Background:** Donate Life California, which is responsible for the registry, is made up of the state's four federally-designated organ recovery agencies: California Transplant Donor Network (CTDN), serving Northern and Central California; Golden State Donor Services, serving the Sacramento metro area; Lifesharing, serving San Diego and Imperial counties; and OneLegacy, serving the seven counties around Los Angeles.

**Contacts:** California Transplant Donor Network: Esther Padilla, (510) 418-8039, [epadilla@ctdn.org](mailto:epadilla@ctdn.org)  
California Transplant Donor Network: David Heneghan, (510) 251-7005, [dheneghan@ctdn.org](mailto:dheneghan@ctdn.org)  
Donate Life California: Tracy Bryan, president, (916) 473-0861 or cell (916) 417-1794, [tbryan@dcids.org](mailto:tbryan@dcids.org)

# # #